

# change over time

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Immediate Projects, In Our Generation, and Long-Term Prospects

April 30, 2004

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*“Good civic art can be made a current ideal long before it can be realized in steel and stone, but once it becomes a popular ideal opportunity will inevitably be.”*

- The American Vitruvius: An Architects' Handbook of Civic Art

While the Downtown Master Plan focuses on the long-term vision for the future of Downtown as a whole, there are specific sites identified in the plan that are prime locations for initial projects. These sites are places where things can begin to happen in the next few years and where urgent repair of the urban environment will be needed. Such sites include the vacant lot adjacent to Underwood Jewelers on Dickson Street, infill development along Block Avenue, the City parking lot adjacent to the Walton Arts Center, and the Mountain Inn hotel property located along College Avenue. While each site is unique, consistent design principles should be applied so that buildings face the street, parking is handled efficiently, and a walkable environment is formed. Larger street improvement projects should include the creation of a gateway at College Avenue and Lafayette Street and the redesign of Archibald Yell Boulevard into a grand avenue, as funding becomes available.

Other improvements can occur over time by transforming ordinary streets into great streets and by promoting development and redevelopment. Over the next 20 years, infill development should occur along Dickson Street, Center Street, and West Avenue. Appropriate infill development should also occur around the Downtown Square, along Lafayette Street and in the Mill District.

Looking to the long-term future of Downtown, over the next 20 to 50 years, there are several locations where change should be accommodated as part of a natural maturing process. While these are long-term improvements, there should be incremental steps which take place over the years to ensure the appropriate development of each. Such locations include private redevelopment and infill development of College Avenue and Archibald Yell.

This chapter details Immediate Projects, In Our Generation, and Long Term Prospects in the physical implementation of the Downtown Master Plan.

### *Immediate Projects*

- ① **Completing Dickson Street**
- ② **A Parking Lot Transformed**
- ③ **Redevelopment of Mountain Inn**
- ④ **Infill Along Block Avenue**
- ⑤ **Preserving Lafayette Street**
- ⑥ **Creating a Downtown Park**
- ⑦ **One-way Street Conversions**
- ⑧ **Additional On-street Parking**
- ⑨ **Taming College Avenue**
- ⑩ **Redesigning Archibald Yell**

**Adopt New Downtown Zoning District**

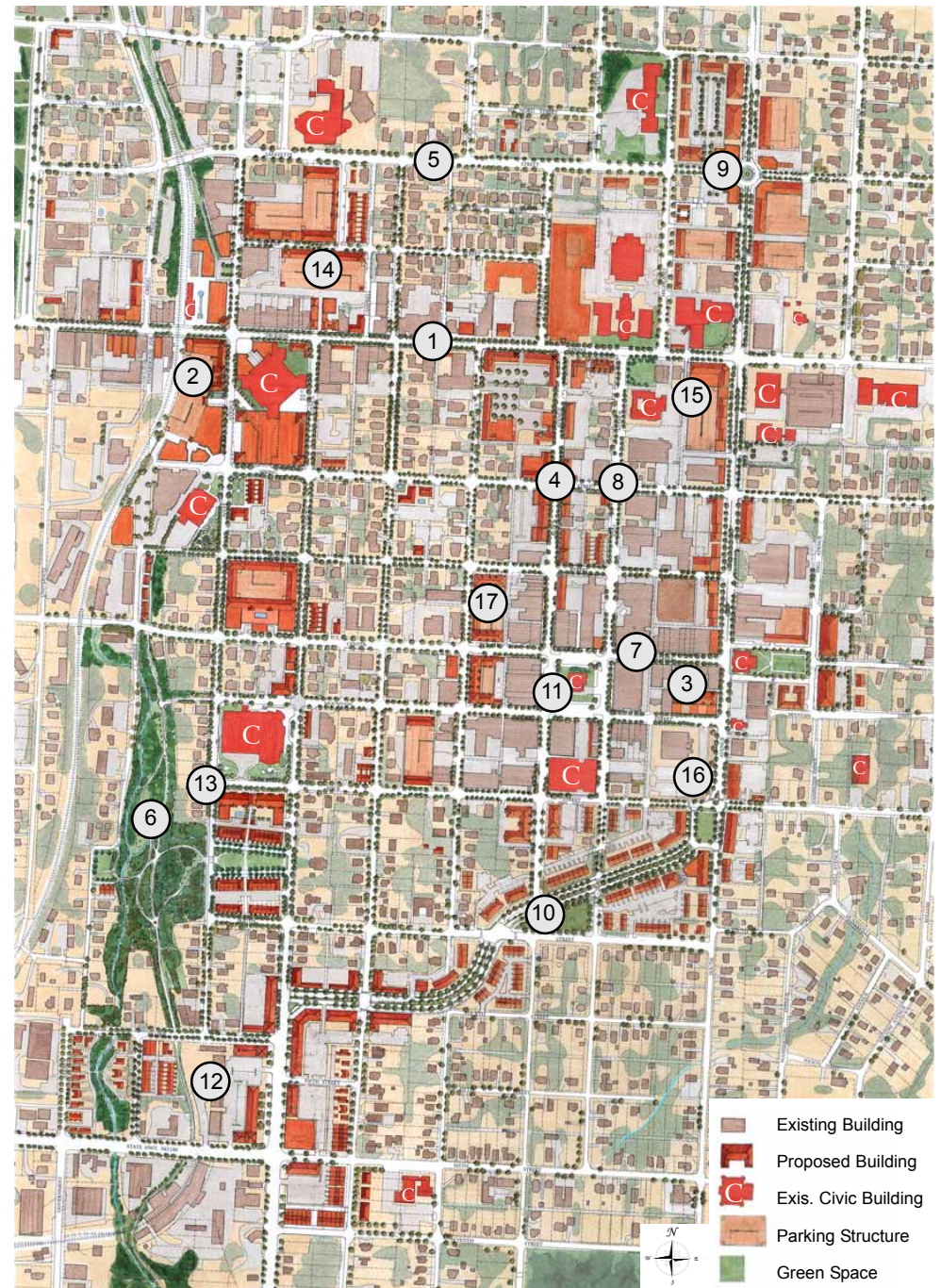
**Establish Downtown Organizational Structure  
and Funding**

### *In Our Generation*

- ⑪ **Enhancing the Downtown Square**
- ⑫ **Reinvestment in the Mill District**
- ⑬ **Redevelopment Opportunities Along West Avenue**
- ⑭ **Structured Parking, Initial Phases**
- ⑮ **Continued Redevelopment and Infill along  
College Avenue and Archibald Yell**

### *Long Term Prospects*

- ⑯ **Continued Redevelopment and Infill along  
College Avenue and Archibald Yell**
- ⑰ **Structured Parking, Subsequent Phases**





## *Immediate Projects*

### **Completing Dickson Street**

The property adjacent to Underwood Jewelers is currently a surface parking lot. The infill of this lot is key to achieving a proper street scene along Dickson Street. The parcel has a prominent address, being located directly on Dickson Street, and needs to be redeveloped. The street edge is disrupted by this break in building frontage.

It is important re-establish a street scene that is worthy of the neighboring landmark building designed by Fay Jones. New buildings should be brought up to the street and continue the street edge. Doors and windows should face the street. Development should reflect the traditional main street character of the adjacent structures. Retail, office, or restaurants should be located on the ground floor with residential or office uses above. Parking should be located on the street, off-site, or behind the building(s).



Underwood Jewelers  
Opportunity parcel



Existing Underwood Property

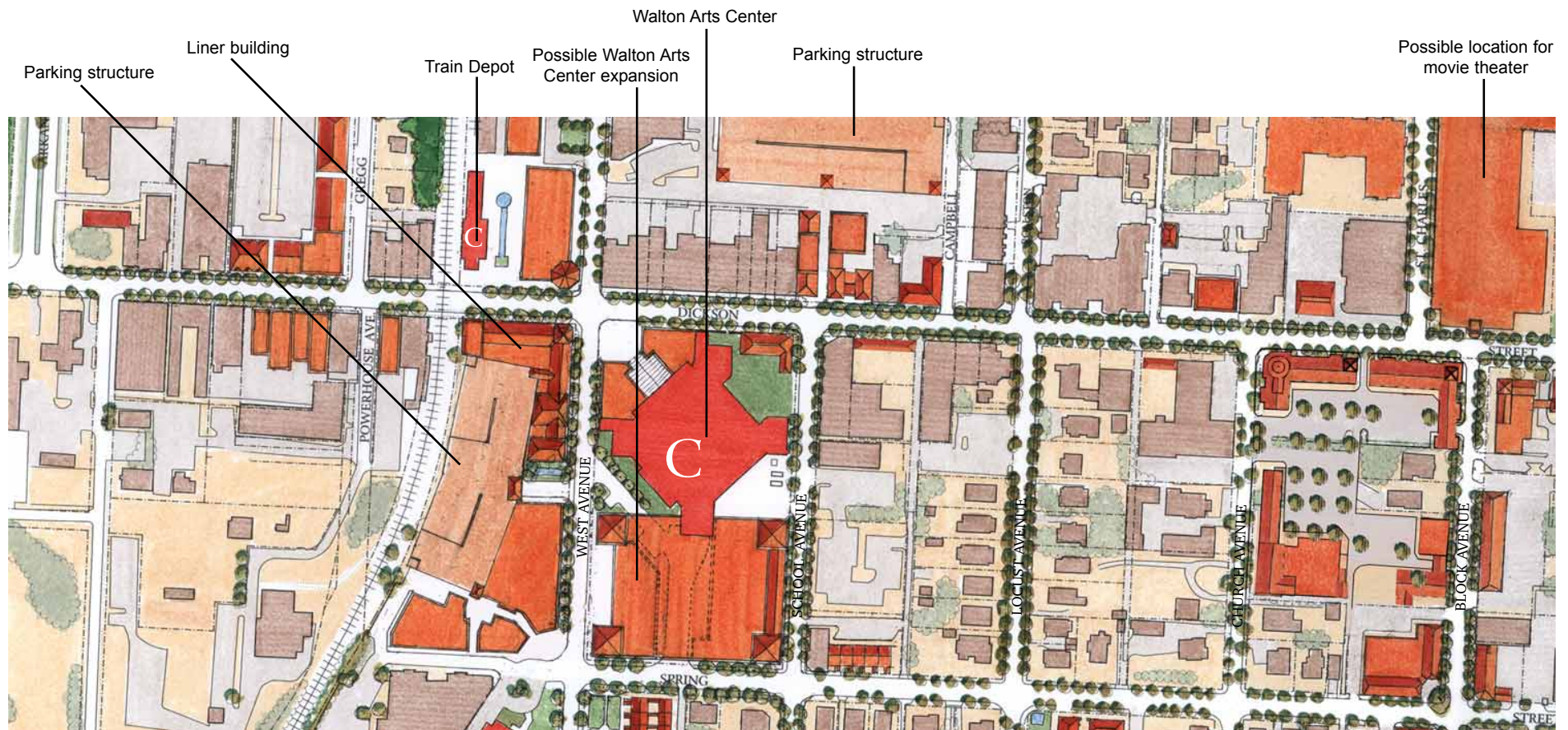


Potential Build-out of the Underwood Property



Dickson Street is the social and entertainment backbone of Downtown. A mix of shops, restaurants, bars, and civic institutions are located along the street. The area has experienced recent reinvestment with the construction of the "Three Sisters" Building and other new developments and rehabilitation projects. In addition, the completion of recent street and infrastructure improvements have improved the street's physical form and character as a pedestrian-friendly area. The Downtown Master Plan provides for continued infill development and location of entertainment activities along Dickson Street.

The portion of Dickson Street from West Avenue to Block Avenue is highlighted in the plan as a centerpiece of the Cultural and Entertainment Overlay District. Specific sites for infill development are noted. The buildings are to front the street and are to create a walkable environment that connects the destinations north and south of Dickson Street. Parking is to be located both along the street and behind the buildings in parking garages.



## A Parking Lot Transformed

The City parking lot adjacent to the Walton Arts Center is a strategic location for infill development. The natural spring is to be preserved and protected and the lot is to be redeveloped as a parking garage with a mix of uses lining the structure. By doing so, the street edges are to be completed along Dickson Street. In addition, the southern edge of the lot which faces the Nadine Baum Studios, and recently developed mixed-use building, will create an urban street scene where buildings face buildings. West Spring Street will become whole again.



W. Spring Street [at Nadine Baum Studios] today.



W. Spring Street [at Nadine Baum Studios] tomorrow.



## Redevelopment of Mountain Inn

A key opportunity for infill development is the redevelopment of Mountain Inn. The hotel, fronting College Avenue, has been vacant for a number of years. The existing structure is an eyesore. The hotel property is located in the vicinity of Center Street, which includes offices, retail, and restaurants on the ground floor and residential or offices on the second floor. The location of the Mountain Inn among several other Downtown landmarks and historic structures offers the opportunity to create a taller building — a new landmark — which signals the revival of Downtown.



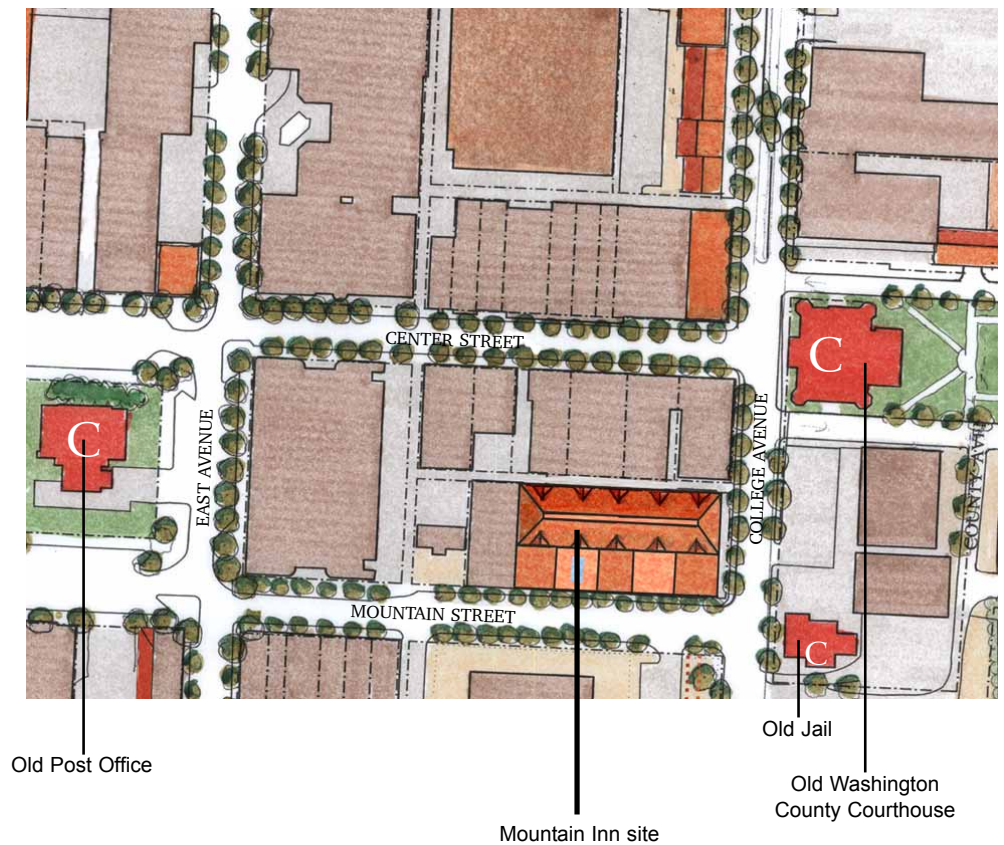
Poinsett Hotel, Greenville, SC



Seelbach Hotel, Louisville, KY



Mountain Inn is located across from the Old Courthouse on College Avenue.





## Infill Along Block Avenue

Block Avenue serves as a vital connection between the Downtown Square and Dickson Street. Infill development along Block Avenue presents an opportunity to manage and direct growth in Downtown. A variety of building types and uses should be located along the street, including rowhouses, live-work units, and small-scale apartment buildings. In addition, mixed-use buildings, with shopfront businesses on the ground floor, would be appropriate along the street. The mixed-use components would add life to the street. The increase of street trees and wider sidewalks would make the street pedestrian friendly and encourage people to walk between Dickson Street and the Downtown Square.

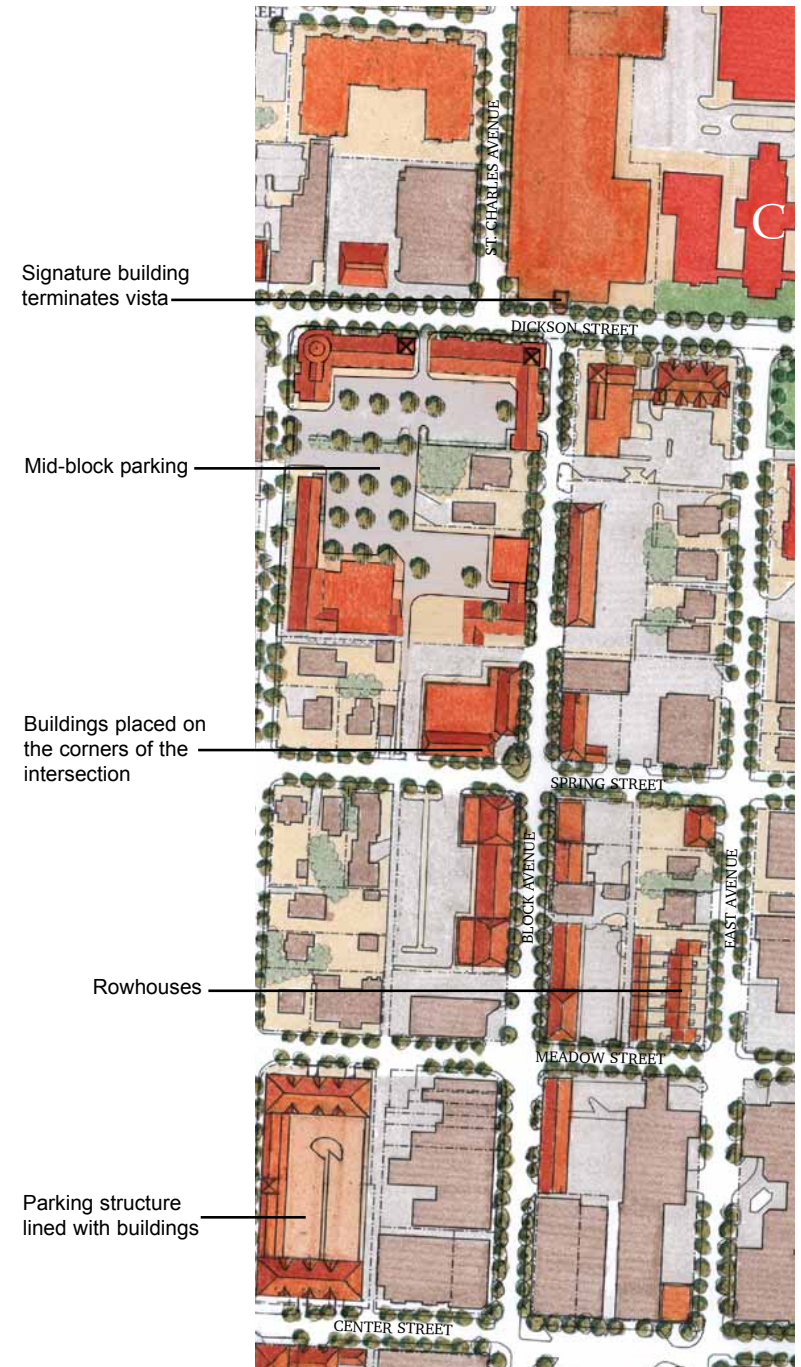
There are many underperforming properties along Block Avenue. Underperforming properties should be filled in with multi-story buildings. This lost space must be reclaimed. A prime example is the corner of Block Avenue and Spring Street. The corners of the intersection are eroded. Lots sit vacant and there is no spatial definition of the street space. Infill development of these corners is imperative.

Walking or driving north from the Square towards Dickson Street, there is an opportunity to terminate the vista with a unique civic building or other structure of dominance. An example of how this works is seen looking north on East Street, where the terminus is the Central United Methodist Church sanctuary. A new building at the end of Block Avenue would terminate the view down the street and anchor the street.

Central United Methodist Church



A church as a focal point in Savannah, GA



FAYETTEVILLE DOWNTOWN MASTER PLAN





The intersection of Block Avenue and Spring Street today.



The potential build-out of Block Avenue and Spring Street.



## Preserving Lafayette Street

Lafayette Street is an east-west thoroughfare that offers views to Old Main and connects the Washington Willow Neighborhood to the University of Arkansas. Lafayette Street should return to prominence as a great street in Downtown Fayetteville. The residential and civic character of Lafayette Street is much different from Dickson Street or College Avenue. It should be treated as a special place, as a cohesive entity, with an identity that is distinct from neighboring commercialized streets. It is inappropriate and unfortunate to have lost so many structures, some of architectural prominence, to surface parking lots; this must be prevented. Gentle rebuilding of the urban context, in character with the remaining homes and buildings should take place, reinforcing the residential character of Lafayette Street.



The view from Lafayette Street to Old Main.



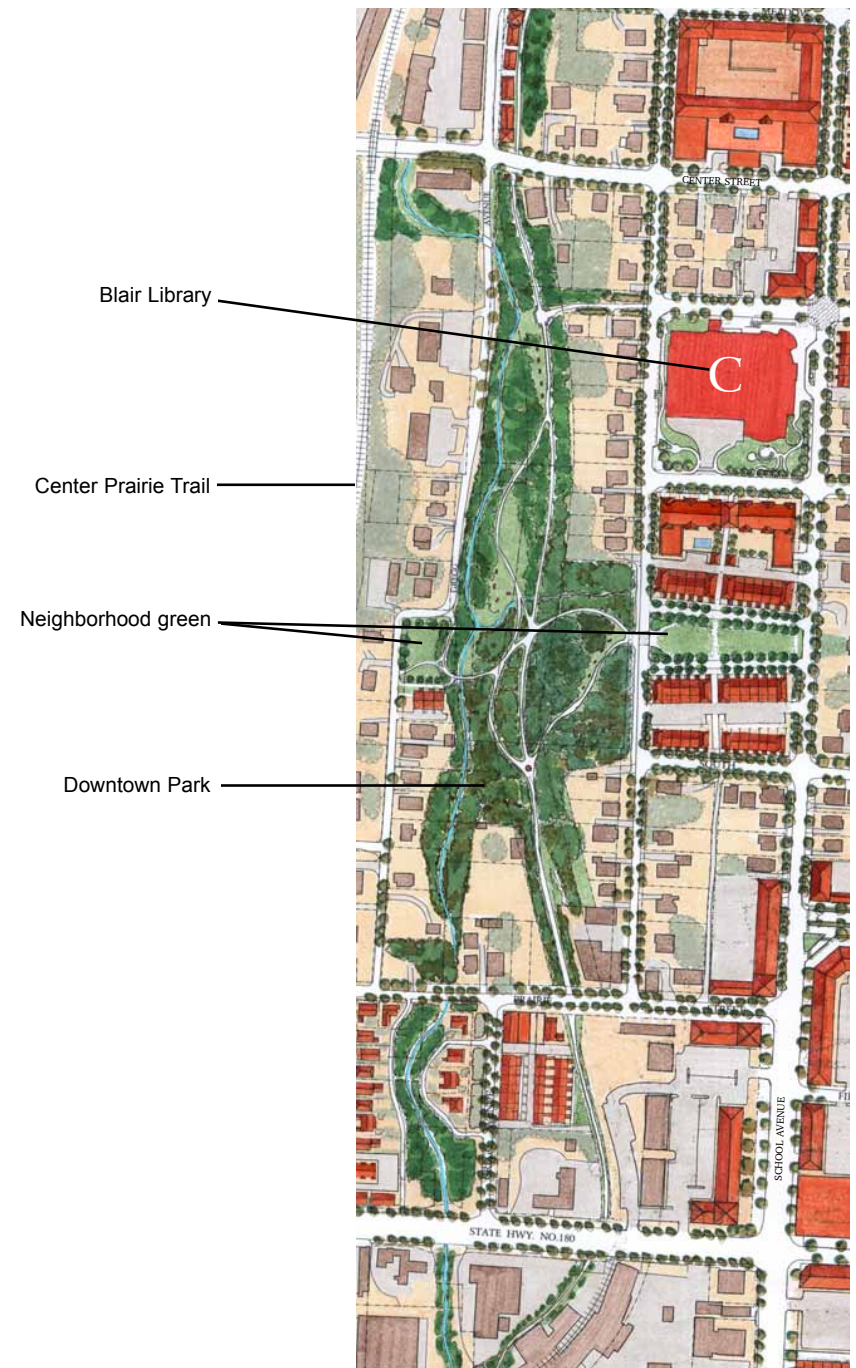


## Creating a Downtown Park

The Center Prairie Trail is identified as a priority in the *Fayetteville Alternative Transportation and Trail Master Plan* developed by the City of Fayetteville in association with the Sidewalk and Trails Committee and citizens in 2003. An opportunity exists for a large park Downtown, approximately 6 acres in size along the Scull Creek and the proposed Center Prairie Trail walking and bike trail. The majority of the land is currently owned by noted architect Fay Jones. A priority action for the City is to negotiate with Mr. Jones to acquire the property for this important civic purpose.

The character of the park should not change drastically from its current condition, acting as a passive recreational park. The proposed Center Prairie Trail will form a central spine through the park. Additional walking trails can be installed to connect Mountain Street to West Street and to the Blair Library. A landscape architect will need to be employed to create a detailed plan of the park. The park designers will need to assess each existing tree as to its value. Invasive species of plants should be removed. The detailed plan may call for additional clearing of the understory to enhance views through the park, and to take advantage of key geographic features.

Security for visitors to the park is a concern that will need to be incorporated into the detailed design. Neighboring houses should face the park with windows to provide natural surveillance. The City should assess whether or not the park should be closed after sunset. Lighting and security cameras should also be considered for the park's crime prevention program.



## One-way Street Conversions

Reversion to two-way traffic is proposed for many one-way streets in Downtown. Historically, two-way streets have slower traffic speeds than one-way streets; slower speeds make roadways safer for pedestrians and further enhance walkability Downtown. Within Downtown, all existing one-way streets were reviewed to determine the feasibility of one-way operation reverting to two-way operation. With only three exceptions, all current one-way streets can feasibly revert to two-way operation. (The exceptions include Watson Street from West Avenue to St. Charles Avenue; Church Avenue from Spring Street to Dickson Street; and, Locust Avenue from Center Street to Spring Street) Each has a sufficient street width to continue parking on at least one side of the street when converted back to two-way operation. The Downtown Square should remain to operate in a counterclockwise one-way direction, similar to that of a roundabout or traffic circle. Spring Street, Block Avenue and East Avenue should be returned to two-way operation at the earliest opportunity.

## Additional On-street Parking

Areas designated for increased walkability should have streets narrowed as economically as possible. Striping of new, on-street parking and proper identification of spaces is one primary tool to achieve this. Many of the streets in Downtown are wide enough to accommodate on-street parking. On-street parking would add additional parking for Downtown destinations, while enhancing the street space and pedestrian-friendly design of Downtown streets (for more information, see Appendix H and Appendix J, Technical Memorandum: Downtown Transportation and Parking Management Strategy).

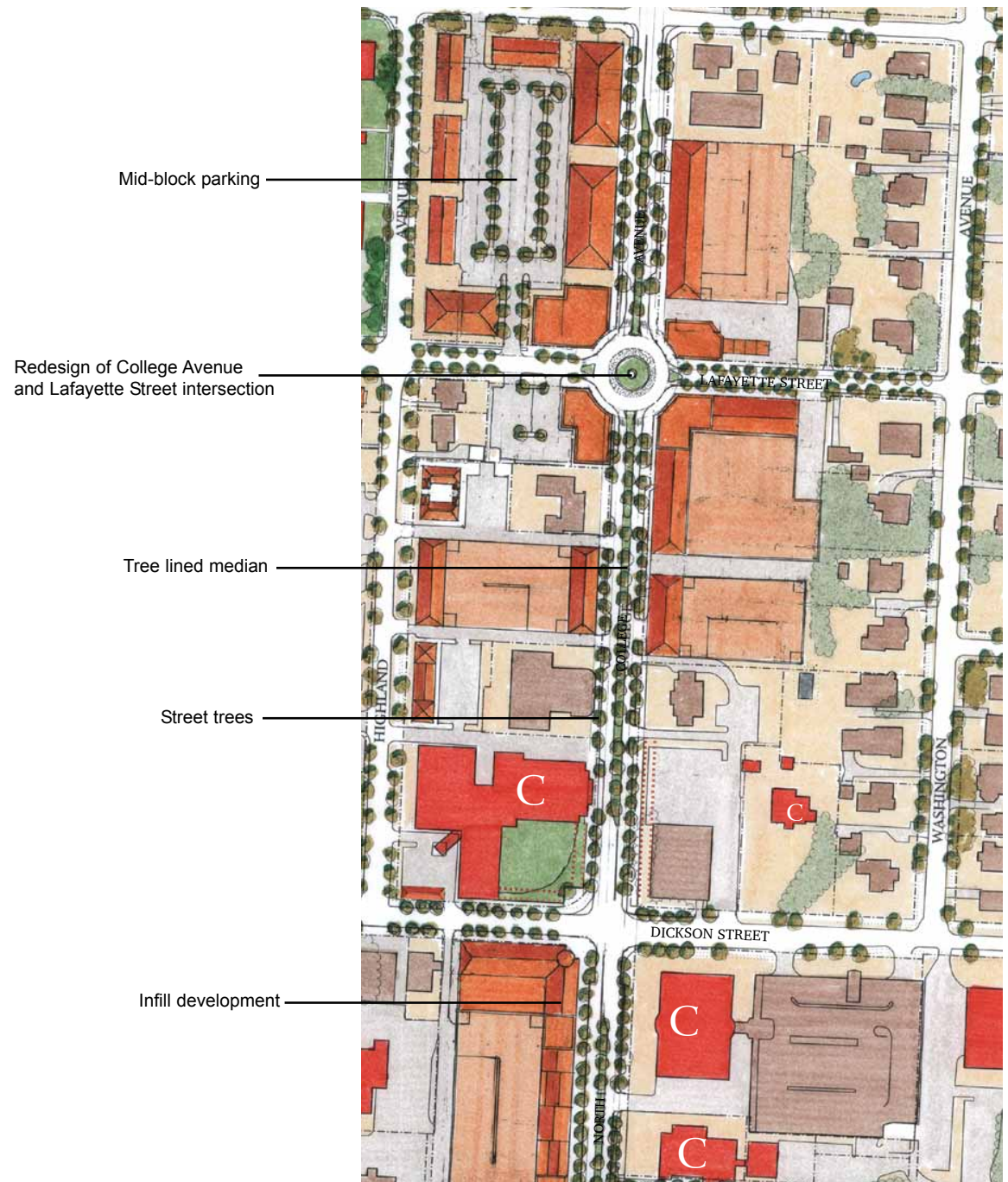




## Taming College Avenue

The transformation of College Avenue will create a pedestrian-friendly, multipurpose thoroughfare from a worn, vehicle-dominated roadway. Street improvements, including narrowing travel lanes and introducing on-street parking, will help to humanize the street. The narrow sidewalks which currently exist should be widened to allow for pedestrians to walk comfortably along the street. Parallel parking along the street will help to protect pedestrians from the moving vehicles. Crosswalks are to be placed at key intersections and locations along the corridor as illustrated on the drawing. Street trees will provide shade and visually improve the roadway. Along the corridor, buildings are to be placed at possible infill opportunity sites. The street edge is to be defined by buildings and a pedestrian friendly environment will be created. As new buildings are added and existing structures redeveloped, College Avenue will encourage economic development and stability within Downtown as a whole.

Although a conventional signalized intersection will work at the intersection of College Avenue and Lafayette Street, the improvements would ideally be combined with a roundabout feature to simultaneously slow traffic and increase traffic flow. Buildings built along the street edge would fill in empty parking lots. Neighborhood-serving retail, including the existing grocery store and gas station, would ideally remain in the scene yet would be reconfigured to match the urban setting. Apartments or offices would be located above ground-floor storefronts. This intersection marks the entrance to Downtown and improvements will visually indicate to visitors and residents a sense of arrival.





#### Today:

The existing conditions on College Avenue are those of a suburban arterial roadway. Buildings are set far apart in parking lots. The street is focused on automobile travel and is not pedestrian friendly.



#### Stage 1:

College Avenue is narrowed to three lanes. Street trees are planted and the sidewalk is widened.



#### Stage 2:

New buildings are built close to the street with doors and windows facing College Avenue. On-street parking is introduced, slowing traffic and offering parking in front of businesses and shops.



**Stage 3:**  
Buildings are built on both sides of the street, forming an urban relationship and transforming College Avenue into a spatially defined “urban room.”



**Stage 4:**  
The supermarket is improved by constructing a multi-story, mixed-use neighborhood grocery prototype. This picture depicts a traffic signal located at the intersection of College Avenue and Lafayette Street.



**Stage 4 Alternative:**  
A roundabout, replacing the traffic signal, is introduced to tame traffic. The roundabout serves as a reminder that you have arrived in town and need to drive more slowly. A highly visible feature, such as public art, should be placed in the center of the roundabout and should be lit at night.





## Redesigning Archibald Yell

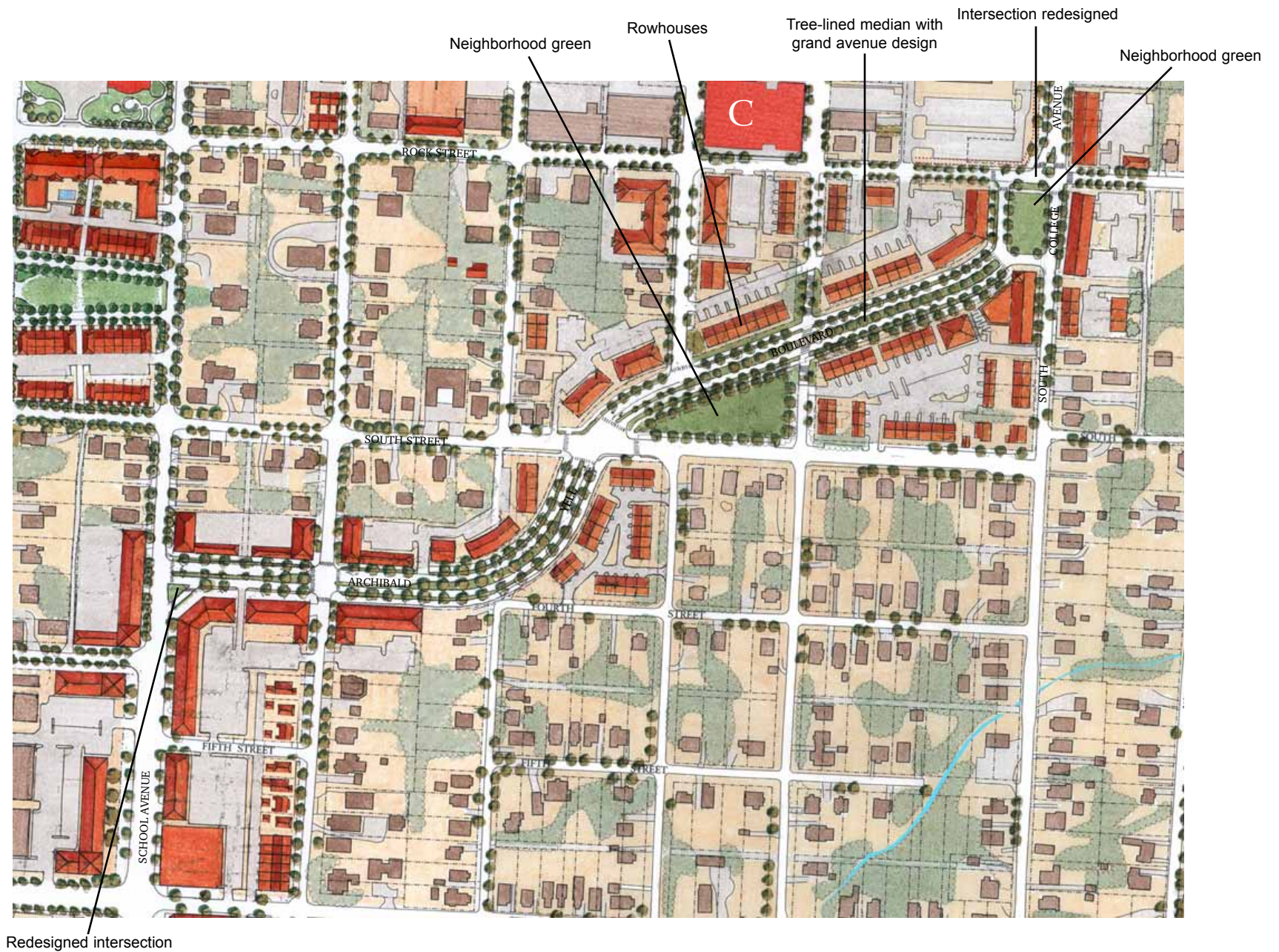
Archibald Yell Boulevard, or State Road 71B, was at one point the primary connection to destinations north and south of Downtown Fayetteville. With the development of Interstate 540 the need for the road has lessened. The current conditions encourage high travel speeds and are a physical divider between north and south Fayetteville. The plan therefore recommends the redesign of Archibald Yell into a grand avenue. The avenue would maintain traffic flow while allowing a safe and inviting environment for pedestrians. The implementation of a grand avenue design would also stimulate reinvestment along the corridor. Blocks would be sized to accommodate office, commercial, residential, and mixed use building footprints. Green spaces should be dedicated along the corridor to create a linear park setting. Substantial shade trees along Archibald Yell will be critical to creating this effect.



Archibald Yell Boulevard today.







## Adopt New Downtown Zoning District

An ordinance creating a new downtown zoning district should be adopted by the City Council and included in the City of Fayetteville Code of Ordinances: Unified Development Code. The existing land development regulations which apply to properties Downtown limit opportunities for redevelopment and new development. Setbacks, building placement, and parking make appropriate development Downtown difficult, further diminishing the existing urban fabric. The new Downtown District is to be form-based and based on the Transect. The new district would allow future development and redevelopment of Downtown to occur in a cohesive and proper manner. A draft concept for a new zoning district for Downtown is included in Appendix H.

## Establish Downtown Organizational Structure and Funding

To accomplish the community's goals for the future of Downtown, funding from both the public and private sectors will be necessary. There are many mechanisms to fund improvements (more information on Funding Mechanisms can be found in Chapter 5). In the near term, it is important that the City of Fayetteville take the correct steps to form a Business Improvement District (BID) and establish Tax Increment Financing (TIF) for Downtown. While the detailed steps for creating a Downtown Redevelopment District are found in Chapter 5, the process begins by preparing a "project plan" for Downtown. With careful evaluation and application, the Downtown Master Plan can serve as the foundation of the project plan.

### TITLE XV UNIFIED DEVELOPMENT CODE

#### 161.26 District D-1, Downtown District

(A) *Purpose.* The City of Fayetteville seeks to create a Downtown District based upon traditional standards for city building. In January 2004 the City of Fayetteville created a plan for the Downtown District through a design charrette process involving the community and a team of design professionals. The Downtown District is form-based and categorizes areas of Downtown into specific transect zones based on the Downtown Master Plan.

Traditional urban design conventions have been applied to create a palette of building and thoroughfare types that form the framework for the Downtown District. These design conventions are derived from a number of sources in planning literature. Where approvals, interpretations, and judgements are left to the discretion of City officials, these officials shall use the following texts for guidance as to best practices:

Civic Art, by Hegemann and Peets;  
Great Streets, by Allan B. Jacobs;  
The Charter of the New Urbanism, by Congress for the New Urbanism;  
AIA Graphic Standards, 9th Edition;  
The Lexicon of the New Urbanism, by Duany et al, Congress for the New Urbanism;  
Shared Parking, by Barton-Aschman Associates, The Urban Land Institute;  
The American Vignola: A Guide to the Making of Classical Architecture, by William R. Ware.

In the case of conflict between the standards set forth in the Downtown District and any other local land development regulation, these standards shall apply.

#### (B) Definitions.

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| <p>(1) <i>Appurtenances:</i> Architectural features consisting of awnings, marquees, porches, stoops, balconies, turrets, cupolas, balconies, colonnades, and arcades.</p> <p>(2) <i>Arcade:</i> A colonnade composed of a counterthrusting arches.</p> <p>(3) <i>Awning:</i> A flexible roof-like cover that extends out from an exterior wall and shields a window, doorway, sidewalk, or other space below from the elements.</p> <p>(4) <i>Balcony:</i> An open habitable portion of an upper floor extending beyond a building's exterior wall that is not supported from below by vertical columns or piers but is instead supported by either a cantilever or brackets.</p> | <p>(5) <i>Baluster:</i> A short vertical member use to support a railing or coping.</p> <p>(6) <i>Balustrade:</i> A railing together with its supporting balusters or posts, often used at the front of a parapet.</p> <p>(7) <i>Block:</i> A combination of building lots, the perimeter of which abuts streets.</p> <p>(8) <i>Build-to line:</i> A build-to line identifies the precise horizontal distance from a street right-of-way that the building shall be built to, in order to create a uniform line of buildings along the street.</p> <p>(9) <i>Build-to Zone:</i> A build-to zone is a range of allowable distances from a street right-of-way that the building shall be built to in order to create a moderately uniform line of buildings along the street.</p> <p>(10) <i>Building frontage:</i> The vertical side of a building which faces the primary space or street and is built to the Build-to line.</p> <p>(11) <i>Building Height:</i> A limit to the vertical extent of a building measured in stories from the mean elevation of the finished grade or sidewalk at frontage line, whichever is higher, to the eave of the roof, or cornice for a building with a parapet. Permitted building heights vary according to transect zone. The maximum number of stories is inclusive of habitable roofs and exclusive of true basements.</p> <p>(12) <i>Civic Building:</i> Structure used primarily for public education, cultural performances, gatherings and displays administered by non-profit cultural, educational, governmental, and religious organizations.</p> <p>(13) <i>Colonnade:</i> A roofed structure, extending over the sidewalk, open to the street except for supporting columns or piers.</p> <p>(14) <i>Cornice:</i> projecting horizontal decorative molding along the top of a wall or building.</p> |
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CD161:26.1  
DRAFT April 30, 2004

Proposed Downtown District Ordinance



## IMMEDIATE PROJECTS — GETTING THERE

The following steps are necessary to implement the Downtown Master Plan:

- a. Adopt the Downtown Master Plan.
- b. Adopt the Downtown District (including the Urban Standards and Architectural Standards) as a new zoning district in the City's Unified Development Code.
- c. Create a Downtown Redevelopment District to enable tax increment financing and appoint a Development Coordinator.

Additional Implementation Strategies are included in Chapter 5.

### I. Completing Dickson Street

- a. Reorganize the Downtown Dickson Enhancement Project (DDEP) into a Business Improvement District, consistent with the Downtown Redevelopment District.
- b. To attract businesses to Dickson Street DDEP should initiate, or help to coordinate, a Small Business Investment Corporation Program (SBIC).
- c. To attract quality development in and around Dickson Street, the development procedures and approvals process should be streamlined.
- d. Market Dickson Street as a component of the Cultural and Entertainment Overlay District to further establish Fayetteville as a leader in cultural entertainment for Northwest Arkansas.
- e. Celebrate Downtown with the continuation of cultural and entertainment events along Dickson Street.
- f. Create additional parking opportunities by adding on-street parking, off-street structured parking, and shared parking.
- g. Identify properties along Dickson Street as opportunity sites for infill development.
- h. Encourage economic development along Dickson Street by providing informational resources for promotional activities by DDEP and the Development Coordinator through the City's GIS system and website.

### II. A Parking Lot Transformed

- a. Initiate a public-private joint development agreement with the Walton Arts Center, the University of Arkansas, and the Downtown Redevelopment District to fund the construction of structured parking on the site.

### III. Redevelopment of Mountain Inn

- a. As part of the Downtown Redevelopment District Project Plan, designate the Mountain Inn as a key property for infill development.

### IV. Infill Along Block Avenue

- a. Reorganize the Downtown Dickson Enhancement Project (DDEP) into a Business Improvement District to fund streetscape improvements and other modifications.
- b. Convert Block Avenue from one-way traffic to two-way traffic.
- c. Once converted to two-way traffic, allow on-street parking on both sides of the road.
- d. Off-street parking should be located at the center of the block and shared amongst the residents and businesses along Block Avenue.
- e. As part of an infill development strategy, target properties along Block Avenue for infill development.

- f. The City should work with DDEP to establish locations, funding sources, and terms of use for the construction of shared parking for the patrons, employees, and residents of the expected infill.
- g. Promote a mix of uses along Block Avenue.
- h. Establish Block Avenue as the retail anchor adjoining Dickson Street and the Downtown Square.

### V. Preserving Lafayette Street

- a. Reorganize the Downtown Dickson Enhancement Project (DDEP) into a Business Improvement District to fund streetscape improvements and other modifications.
- b. Encourage preservation of structures along Lafayette Street by utilizing Federal Historic Rehabilitation Tax Credits and other methods enacted by the Historic Preservation Commission.
- c. As part of an infill development strategy, locate opportunity sites for residential infill along Lafayette Street.
- d. Utilize adaptive re-use and historic rehabilitation programs for under-utilized properties along Lafayette Street. Engage the University of Arkansas Community Design Center to assist property owners in adaptive re-use and historic rehabilitation.

### VI. Creating a Downtown Park

- a. Reorganize the Downtown Dickson Enhancement Project (DDEP) into a Business Improvement District to assist in funding the Downtown Park.
- b. Acquire the necessary land needed for the Downtown Park.

### VII. One-way Street Conversions

- a. Adopt the Thoroughfare Sections and Thoroughfare Atlas as part of the Downtown District ordinance.
- b. Amend the City of Fayetteville *General Plan 2020: Master Street Plan* to include the Thoroughfare Sections and Thoroughfare Atlas for Downtown. The Thoroughfare Sections and Thoroughfare Atlas can be found in Appendix H and Appendix J, Technical Memorandum: Downtown Transportation and Parking Management Strategy.
- c. Convert streets which can accommodate two-way traffic from one-way to two-way traffic at the earliest opportunity.

### VII. Additional On-street Parking

- a. Adopt the Parking Standards for Downtown as part of the Downtown District ordinance.
- b. Amend the City of Fayetteville *General Plan 2020: Master Street Plan* to include the Thoroughfare Sections and Thoroughfare Atlas for Downtown. The Thoroughfare Sections and Thoroughfare Atlas can be found in Appendix H and Appendix J, Technical Memorandum: Downtown Transportation and Parking Management Strategy.
- c. Convert streets which can accommodate two-way traffic from one-way to two-way traffic at the earliest opportunity.
- d. Add on-street parking to Downtown streets by striping and proper identification of spaces.

## IMMEDIATE PROJECTS — GETTING THERE, continued

### VIII. Taming College Avenue

- a. Adopt the Thoroughfare Sections and Thoroughfare Atlas as part of the Downtown District ordinance.
- b. Amend the City of Fayetteville *General Plan 2020: Master Street Plan* to include the Thoroughfare Sections and Thoroughfare Atlas for Downtown. The Thoroughfare Sections and Thoroughfare Atlas can be found in Appendix H and Appendix J, Technical Memorandum: Downtown Transportation and Parking Management Strategy.
- c. Identify properties along College Avenue as opportunity sites for infill development.
- d. Engage the University of Arkansas Community Design Center to provide design assistance to property owners and developers wishing to respond to new opportunities from the changes in College Avenue.

### IV. Redesigning Archibald Yell

- a. Adopt the Thoroughfare Sections and Thoroughfare Atlas as part of the Downtown District ordinance.
- b. Amend the City of Fayetteville *General Plan 2020: Master Street Plan* to include the Thoroughfare Sections and Thoroughfare Atlas for Downtown. The Thoroughfare Sections and Thoroughfare Atlas can be found in Appendix H and Appendix J, Technical Memorandum: Downtown Transportation and Parking Management Strategy.
- c. Identify properties along Archibald Yell as opportunity sites for infill development.
- d. Engage the University of Arkansas Community Design Center to provide design assistance to property owners and developers wishing to respond to new opportunities from the changes in Archibald Yell.

### X. Adopt New Downtown Zoning District

- a. Adopt the Downtown Master Plan.
- b. Adopt the Downtown District (including the Urban Standards and Architectural Standards) as a new zoning district in the City's Unified Development Code.

### XI. Establish Downtown Organizational Structure and Funding

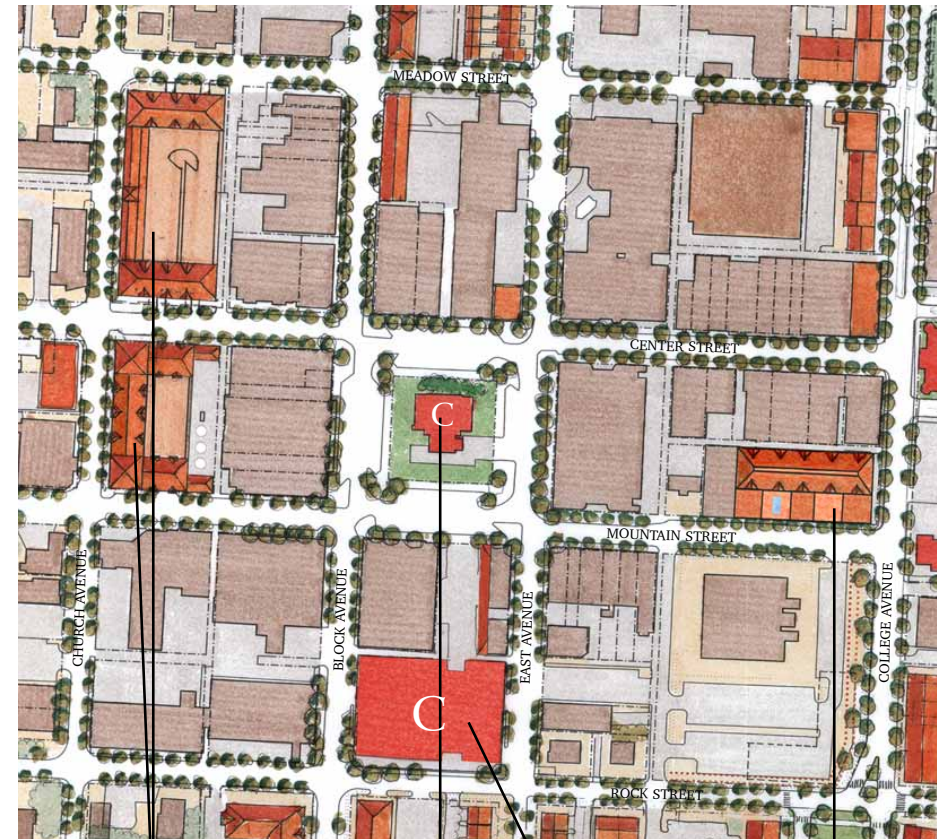
- a. City Council should create a widely representative Downtown Redevelopment Board to oversee the actions of the Downtown Redevelopment District and the Development Coordinator.
- b. Reorganize the Downtown Dickson Enhancement Project (DDEP) into a Business Improvement District, consistent with the Downtown Redevelopment District.



## *In Our Generation*

### **Enhancing the Downtown Square**

The Downtown Square is the historic center of Fayetteville. It is where some of the first businesses were established in town. The Old Post Office is located in the center of the square. Scheduled events and activities make the Downtown Square a gathering place for the community. The plan calls for preserving the historic buildings surrounding the Square and encouraging infill development where appropriate. A mix of uses would continue to enhance and activate the Square. The plan recommends maintaining diagonal parking along the Square and illustrates possible locations for nearby parking structures convenient to the Square. The parking decks would be lined with habitable space or be located behind existing structures. In addition to mechanisms to alleviate parking needs, the plan also encourages pedestrian friendly streets around and adjacent to the Square. Walkable streets would allow Downtown residents and visitors easy access to the Square, and allow for convenient connections to other areas of Downtown, including Dickson Street and the Fayetteville Public Library (Blair Library).



Possible parking garage with  
liner building

Old Post Office

Fayetteville Town Center

Mountain Inn  
redeveloped

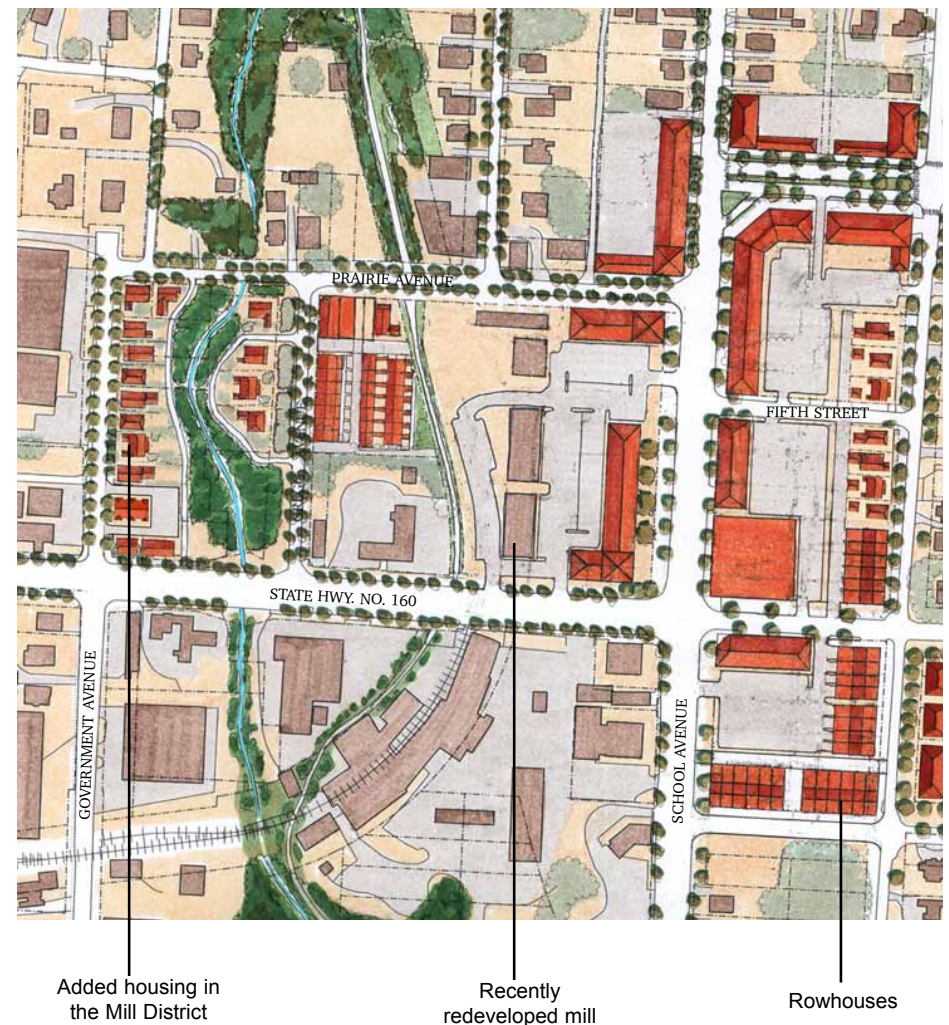


## Reinvestment in the Mill District

The Mill District is different in character and appearance from the other parts of Downtown, due to its industrial building history. All reinvestment for this area should enhance that character, much like the mixed-use building recently renovated on 6th Street (SR 160). The industrial look is formed by buildings with concrete and metal facades, metal roof overhangs and architectural projections, and large metal framed windows and doors. The future installation of public art should also be reflective of this industrial appearance. Existing industrial businesses should be encouraged to remain in the neighborhood. These businesses provide different types of jobs than those in the core area of the downtown for nearby residents. As the demand for land uses changes, existing structures should be retrofitted for those new uses, wherever possible.

The southwestern entry into Downtown on School Avenue passes through the Mill District. A revitalized district will create a gateway experience to the Downtown.

The Downtown Master Plan shows infill development with new buildings located closer to the street. As described throughout this plan, parking should be located mid-block and shielded from view from the street. Buildings are intended to house a mix of uses that should include neighborhood-serving retail, residential, and light industrial uses. These characteristics are in stark contrast with the single-use, drive-to format of the new drugstore recently constructed on School Avenue.





## Redevelopment Opportunities Along West Avenue

West Avenue is a signature connection in Downtown. The Walton Arts Center and the new Fayetteville Public Library — the Blair Library — are both located along the thoroughfare. With streetscape improvements and traffic calming measures, West Avenue can become a great part of the Downtown pedestrian network. The area can thrive as part of the cultural and civic center of town. With existing and future proposed investment along the Avenue, it is probable that in time Hillcrest Towers and the Fayetteville City Hospital will be redeveloped. Both are prime pieces of property in the Downtown urban fabric which are currently being under-utilized. While both serve extremely important purposes — Hillcrest Tower as government subsidized housing for seniors and the Fayetteville City Hospital as an elderly care facility — there is an opportunity to better incorporate both uses in Downtown. The current condition of Hillcrest Tower is a 1960s tower, typical of the disappointing public housing of its era. Redevelopment of the site could involve demolition of the tower and a complete redesign of the site with mixed-use buildings addressing the street, or the tower could remain and lower liner buildings could be added to repair the ragged lost space at the fringes of the property. The City Hospital is primarily a one to two-story structure which appears to have been added onto haphazardly over time. The creation of rowhouses and other Downtown living opportunities could replace the current structure and create a vibrant living area next to the Downtown Park and Library.

Hillcrest Tower, 2004



Change Over Time

Looking north on West Avenue towards Dickson Street.



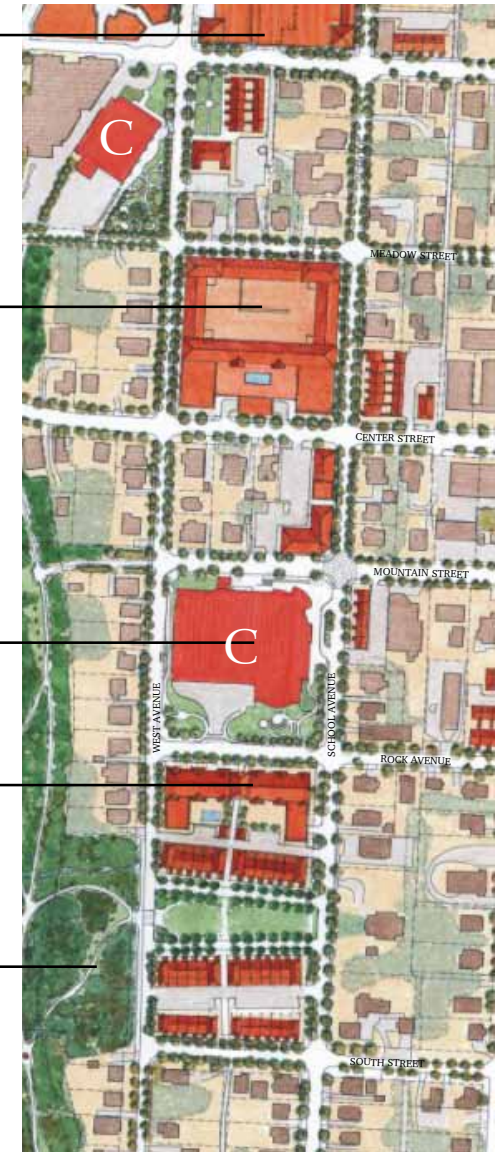
Possible expansion of  
Walton Arts Center

Redevelopment of  
Hillcrest Tower

Blair Library

Redevelopment of  
Fayetteville City Hospital

Downtown Park



## Creating Structured Parking

Prior to building structured parking, the City needs to maximize its on-street parking in Downtown. Restriping and designation of spaces will increase the parking in Downtown. Still, the creation of structured parking will eventually be an essential element in the continued development and redevelopment of Downtown. The parking should be shared and used for off-street parking demand. When structured parking is built, it should be located mid-block and should be lined with habitable space (please see Chapter 2: Smart Parking). The Downtown Master Plan identifies a number of locations for structured parking, not all of which need to be constructed. The large number of possible locations has been identified to give developers and the City choices in handling the parking demand as Downtown continues to evolve.

## Continued Redevelopment and Infill Along College Avenue and Archibald Yell

As College Avenue and Archibald Yell are transformed from urban arterials to Downtown thoroughfares, the streets will not take shape unless redevelopment and infill occur. While it is important that the physical design of the roadways are improved, it is also essential that when the corridors are redeveloped buildings address the street. The adoption of the new downtown zoning district will allow appropriate development along the corridors. In the near future it is important to get the roadway elements correct; in the long term it is important to re-stitch the urban fabric and create a vibrant gateway to Downtown Fayetteville.





## IN OUR GENERATION PROJECTS — GETTING THERE

The following steps are necessary to implement the Downtown Master Plan:

- a. Adopt the Downtown Master Plan.
- b. Adopt the Downtown District (including the Urban Standards and Architectural Standards) as a new zoning district in the City's Unified Development Code.
- c. Create a Downtown Redevelopment District to enable tax increment financing and appoint a Development Coordinator.

Additional Implementation Strategies are included in Chapter 5.

### I. Enhancing the Downtown Square

- a. Reorganize the Downtown Dickson Enhancement Project (DDEP) into a Business Improvement District, consistent with the Downtown Redevelopment District.
- b. To attract businesses to the Downtown Square DDEP should initiate, or help to coordinate, a Small Business Investment Corporation Program (SBIC).
- c. Market Downtown Fayetteville as a leader in cultural entertainment for Northwest Arkansas.
- d. Celebrate Downtown with the continuation of cultural and entertainment events around the Downtown Square.
- e. Create additional parking opportunities by adding on-street parking, off-street structured parking, and shared parking.
- f. Identify properties near the Downtown Square as opportunity sites for infill development.
- g. Offer design and funding assistance with historic facade renovations for buildings on or adjacent to the Downtown Square.
- h. Encourage economic development Downtown by providing information and resources through the City's GIS system and website.

### II. Reinvestment in the Mill District

- a. Reorganize the Downtown Dickson Enhancement Project (DDEP) into a Business Improvement District, consistent with the Downtown Redevelopment District.
- b. To attract businesses to the Mill District DDEP should initiate, or help to coordinate, a Small Business Investment Corporation Program (SBIC).
- c. Identify properties in the Mill District as opportunity sites for infill development.
- d. Encourage preservation of structures in the Mill District by utilizing Federal Historic Rehabilitation Tax Credits and other methods enacted by the Historic Preservation Commission.
- e. Utilize adaptive re-use and housing rehabilitation programs for under-utilized properties in the Mill District.

### III. Taming College Avenue

- a. Adopt the Technical Memorandum: Downtown Transportation and Parking Management Strategy.
- b. Amend the City of Fayetteville *General Plan 2020: Master Street Plan* to include the Street Standards found in the Technical Memorandum: Downtown Transportation and Parking Management Strategy.
- c. Identify properties along College Avenue as opportunity sites for infill development.
- d. Engage the University of Arkansas Community Design Center to provide design assistance to property owners and developers wishing to respond to new opportunities from the changes in College Avenue.

### IV. Redesigning Archibald Yell

- a. Adopt the Technical Memorandum: Downtown Transportation and Parking Management Strategy.
- b. Amend the City of Fayetteville *General Plan 2020: Master Street Plan* to include the Street Standards found in the Technical Memorandum: Downtown Transportation and Parking Management Strategy.
- c. Identify properties along Archibald Yell as opportunity sites for infill development.
- d. Engage the University of Arkansas Community Design Center to provide design assistance to property owners and developers wishing to respond to new opportunities from the changes in Archibald Yell.

### V. Redevelopment Opportunities Along West Avenue

- a. Reorganize the Downtown Dickson Enhancement Project (DDEP) into a Business Improvement District to fund streetscape improvements and other modifications.
- b. As part of an infill development strategy, target properties along West Avenue for infill development.

### VI. Structured Parking

- a. Adopt the Technical Memorandum: Downtown Transportation and Parking Management Strategy.
- b. Identify locations for infill development that could accommodate structured parking.

### VII. Continued Redevelopment and Infill Along College Avenue & Archibald Yell

- a. As College Avenue and Archibald Yell are transformed into "great streets," identify properties along the roadways as opportunity sites for infill development.
- b. Engage the University of Arkansas Community Design Center to provide design assistance to property owners and developers wishing to respond to new opportunities from the changes in College Avenue and Archibald Yell.

## *Long Term Prospects*

### **Continued Redevelopment and Infill Along College Avenue and Archibald Yell**

As Downtown continues to evolve, it is important to guide infill development along all Downtown thoroughfares. Over time, College Avenue and Archibald Yell can become “great streets” in Downtown. Proper roadway modifications and building placement along the corridors can lead to a vital balance between vehicular and pedestrian transportation needs. As infill development occurs, the urban fabric will be repaired.



## **LONG TERM PROSPECTS — GETTING THERE**

The following steps are necessary to implement the Downtown Master Plan:

- a. Adopt the Downtown Master Plan.
- b. Adopt the Downtown District (including the Urban Standards and Architectural Standards) as a new zoning district in the City's Unified Development Code.
- c. Create a Downtown Redevelopment District to enable tax increment financing and appoint a Development Coordinator.

Additional Implementation Strategies are included in Chapter 5.

### **I. Continued Redevelopment and Infill Along College Avenue & Archibald Yell**

- a. As College Avenue and Archibald Yell are transformed into “great streets,” identify properties along the roadways as opportunity sites for infill development.
- b. Engage the University of Arkansas Community Design Center to provide design assistance to property owners and developers wishing to respond to new opportunities from the changes in College Avenue and Archibald Yell.